



## Introduction –

### Objectives of Meeting:

- Develop a draft communication plan with a common understanding of the strategy to socialize and communicate the right information, to the right people, at the right times to ensure we move people to the appropriate places along the change curve for the deployment of SLC
- Define audience analysis
- Discuss next steps, i.e. Identify critical items for the communication plan
- Not time to tell war stories or to go back to the past...this is the time to move forward and to come up with how this communication initiative will be managed.

### What is a Communication Strategy?

The communication strategy is a blueprint for all communication work. It provides the vision for communication and involvement activities and details how they support the overall change strategy.

### How does it differ from a Communication Plan?

The communication strategy answers the questions 'where do we want to be?' and 'what do we want to achieve through communication?' The **Communication Plan** addresses, at a tactical level, 'how do we get there?' The plan covers the specifics of:

- what messages?
- to whom?
- how?
- when?
- by whom?

#### Documents/Materials

- **Planning session doc (2 copies only)**
- **Draft audience analysis**
- **Communication approach**
- **Stickies**

### Brainstorming Questions:

1. What do we want to achieve through communication?

#### **INTRODUCTION/STRATEGY**

- Create SLC awareness
- Move people along change curve
- Excitement for SLC
- Clear understanding of impacts to project teams
- Revive the SLC process and the way it is viewed

2. What factors will be critical to the success of the communication program? **STRATEGY**

- Strong coaches
- Leadership/Mgt support
- Clear customized messages
- Effective communication vehicles

3. What style and tone should be communicated? Branding

#### **STRATEGY/STANDARDS/QA**

- How should the key messages be communicated?
- Will the style be simple or flashy?
- How do we want audience groups to feel about communication?
- How will the message generate excitement...if possible?



4. What are the guiding principles that will form the foundation for communication strategy and practice, for example, clear identification of audience, clear messages, two-way communication, management ownership, continuing commitment?
  - Each message that goes out will be customized for a specific audience so that it is meaningful to them – one size does not fit all
  - Does everyone need to know this information?
  - How much information is too much? How much is too little? Finding the balance.
5. What stage of the change curve do we want our target audiences to reach and by when?
6. How do we measure the effectiveness of communication in achieving business objectives?